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Chefs put in their best at the Hong Kong Challenge

Report Categories:

CSSF Activity Report

Export Accomplishments - Events

Promotion Opportunities

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Report Highlights:

ATO Hong Kong, in conjunction with U.S. agricultural cooperator groups, held the Hong Kong Challenge cooking competition as part of the region-wide "United Tastes of America - Asian Chef Challenge". Sixteen professional chef teams representing some of the best hotels and restaurants in Hong Kong and Macau demonstrated their excellent culinary skills and creativity to prepare 4-course meals in 3.5 hours. Three teams won the Gold Awards. The event successfully promoted usage of a wide selection of U.S. ingredients. The winning recipes and the ingredients will be recognized in a media event on April 23, 2013.

The regional contest of the inaugural “United Tastes of America – Asian Chef Challenge” was held in Hong Kong on March 12, 2013 at the Hospitality Industry Training Centre (HITDC) in Pokfulam. Professional chef teams representing some of the best hotels and restaurants in Hong Kong and Macau demonstrated their excellent culinary skills and creativity to prepare 4-course meals in 3.5 hours.



“United Tastes of America – Asian Chef Challenge” is a broad-based program involving offices of U.S. government-funded agricultural organizations in Taipei, Shanghai, Tokyo and Hong Kong. Each region is hosting its own local challenge with the winning team representing its region at the final Asian Chef Challenge which will take place in June 2013 at the Food Taipei Trade Show. The Hong Kong Challenge is led by ATO Hong Kong, U.S. Meat Export Federation and many U.S. agricultural producer associations to promote healthy, quality American food ingredients and highlight creative skills of high-level Asian chefs.

The Hong Kong Challenge competition was held in two sessions; one in the morning and one in the afternoon. The Hong Kong Chefs Association provided professional guidance and judging in accordance with the World Association of Chef's Societies requirements. Chefs were given a selection of over 40 U.S. food ingredients from which to choose. Some contestants, when interviewed during the competition, stated that they believe U.S. ingredients are fresh, of good quality and have provided a wide range of choice for local chefs.



Out of the sixteen competing teams, 3 won the gold awards, 5 won the silver and 6 won the bronze. To honor the culinary skills of chefs demonstrated using quality U.S. ingredients, ATO Hong Kong and U.S. Meat Export Federation will host a Gala Dinner on April 23, 2013 to feature U.S. ingredients and to share the winning recipes. The Hong Kong Champion, the Individual Course Winner and the Creativity Award will be announced during the Gala Dinner. Media and chefs will be invited to the event.

